

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being filed electronically with the U.S. Patent and Trademark Office on the below date:

Date January 30, 2009 Name: John G. Rauch Signature: /John G. Rauch/

Our Case No. 12729/78

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
Robert Main et al.	)	
	)	Examiner: Champagne, Donald
Serial No. 09/778,666	)	
	)	Group Art Unit No. 3622
Filing Date: February 6, 2001	)	
	)	Confirmation No. 4361
For	)	
SYSTEM AND METHOD FOR	)	
MANAGING ADVERTISING	)	
INVENTORY TO MAXIMIZE	)	
ADVERTISING REVENUES	)	

**SUBSTANCE OF INTERVIEW**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

A telephonic interview was held between the examiner and the undersigned attorney on January 16, 2009. The examiner advised that the claims previously proposed were allowable, excepting claims 26-29. The examiner requested that the proposed amendment be filed for entry as an after final amendment and agreed to fax a copy of the proposed claims. It was also agreed to cancel claims 26-29 to place the application into condition for allowance.

With this response, the application is submitted to be in condition for allowance.

Respectfully submitted,

/John G. Rauch/  
John G. Rauch  
Registration No. 37,218  
Attorney for Applicants

January 30, 2009  
BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, ILLINOIS 60610  
(312) 321-4200